

VITA
W. Azul La Luz B.

American Sociological Association / NIMH Minority Fellow
National Hispanic Science Network on drug abuse / NIDA Fellow
NIMH Minority Education Program Mentee
Southwest Alcohol Research Mentee / NIAAA

15 years Upper Level Management Experience:
CEO, COO, Executive VP, Assistant Controller, Executive Director

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EDUCATION

- Ph.D. (ABD)** Sociology. Concentrations in Medical Sociology and Race & Ethnicity. University of New Mexico, Albuquerque, NM, **2000 - August 2009.**
Dissertation Title **Dying for "La Cura": Searching for a Cure to the Heroin Overdose Deaths Epidemic In Northern Central New Mexico**
- M. A.** Sociology – Race & Ethnicity and Gender. Western Illinois University, Macomb, IL, 1995 - 1997
Thesis Latinas' Disproportionate Representation in United States Prisons: A Culture of Protectiveness.
Demonstrated a contradictory link between high risk factors for incarceration and disproportionately low numbers of Latinas in United States prisons which indicated a cultural correlation as mediator.
- M. A.** Geography – Urban & Regional Planning and Human Geography. Western Illinois University, 1996 - 1998.
Thesis Public Administration As Represented By City and County Governments. Emphasis on the landscape of professional management in public administration; its current practices and future development.
- B. A.** Board of Governor; concentrations: Administration, Family and Consumer Sciences, and Psychology 1995 - 1996. Western Illinois University.

INSTITUTES:

- National Hispanic Science Network, Summer Research Training Institute on Hispanic Drug Abuse, NIDA/University of Houston.
- National Institute of Mental Health Mentorship and Program Training Institute, NIMH/UNM.
- Southwest Alcohol Research Group, NIAAA/UNM
- Ethics In Human Research, Fourth Annual Symposium, UNM Health Sciences Center
- Albuquerque Demographic Analysis Workshop: Using the Census to Better Understand Changing People and Places

CERTIFICATES

- Bilateral Effects of NAFTA On Mexico and the United State, Universidad Autónoma De Querétaro, Facultad de Contaduría y Administración, Querétaro, México
- Contracting for Performance, National Alliance of Business, Lincoln, NE.
- Employment and Economic Development, National Alliance of Business, Lincoln, NE
- Basic Risk Management and Insurance, Public Risk Management Associations, Washington, D.C.

AWARDS, CONTRACTS, and HONORS

Awards and Contracts

- Tres Semillas Foundation, Abiquiu, NM, Consulting Contract, 2009
- University of New Mexico, College of Arts and Sciences, Dean's Dissertation Fellowship, 2006
- National Institute on Drug Abuse University of Houston, Diversity Supplement, 2005
- National Institute on Mental Health, American Sociological Association Minority Fellowship Program; 2003 – 2005
- University of New Mexico Graduate Office Dean's Scholarship, 2001 – 2005
- Intravenous Drug Using Treatment Contractors of New Mexico, Region 2 Behavioral Health Programs Contract Award, 2003 – 2004
- Epidemiology and Cancer Prevention Program, Cancer Research and Treatment Center at the University of New Mexico Medical School, Contract Award, 2003
- University of New Mexico Graduate Research Program Research Grant, 2002–2005
- National Hispanic Science Network Annual Conference Student Researcher Scholarship, 2003, 2005, 2006
- Rio Arriba Family Care Network Research Printing Grant, 2003
- National Institutes on Drug Abuse NHSN Summer Training Grant, 2003
- Drug Policy Alliance National Conference Attendance Scholarship, 2002
- Dolores Gonzales Colloquium Award, 2002
- Doña Ana County, Grant DWI prevention Spanish/ English video: *Mi Nombre es Alicia*, My name is Alice, 1999

Honors

- Alpha Kappa Delta, National Sociology Honor Society
- Phi Kappa Phi, National Honor Society
- Gamma Theta Upsilon, National Geographic Honor Society
- Nominated for "Del Colores" A National Raza Community Services Award, 2005

EMPLOYMENT EXPERIENCE

EXECUTIVE DIRECTOR,

As chief executive officer I manage the aspects and affairs of Las Cumbres Community Services (LCCS), which has approximately 200 employees. Under the directions of the Board of Directors, I directly administer a budget of more than \$5,000,000, a capital campaign and trust fund of more than \$1,400,000, and I directly supervise ten department heads. LCCS is a private, 501(c)(3) corporation that promotes the health and well-being of people of all ages in northern New Mexico. The corporation's direct services were offered primarily in Rio Arriba, Los Alamos and Santa Fe Counties, along with statewide training, education, outreach and referral activities.

EXECUTIVE MANAGEMENT

As an upper-level executive in the private and public sectors for more than 15 years (in the positions of Assistant Comptroller, Chief Operations Officer, City / County Manager, Executive Vice President, and Executive Director), I managed annual budgets of \$225,000 to \$27,000,000, directly supervised more than 17 department heads, and had direct management responsibility for workforces of 100 to 450 full time equivalent employees. The major duties and responsibilities of these positions were:

- Bid specification development, and implementation, contract administration, and monitoring
- Budget and finance development, automation, and administration
- Comprehensive, strategic and tactical planning
- Computer department management and operations
- Grant writing, lobbying, administration, and program evaluation
- Regenerative funding development, privatization and program monitoring
- Risk Management
- Community/governmental liaison
- Infrastructure planning and administration
- Community economic development

PRINCIPAL CONSULTANT

NuevaLight Enterprises: I owned and operated a private consulting firm. I provided management and computer related consulting services to businesses, governments, and non-profits organizations. Our services were as management generalists providing solutions for fund raising, staff training, automated budgeting, data processing including systems analysis and installation, business, financial and strategic planning, personnel surveys, and risk management (including risk auditing and transfer). My diverse background, both occupationally and culturally made me uniquely qualified to provide creative solutions on a wide range of management issues, with particular emphasis on minority business development. New Mexico projects included:

- Production of “*Mi Nombre es Alicia*” (My Name Is Alice), a DWI prevention Video sponsored by Doña Ana County, NM.
- Management and organizational assistance to the International Mariachi Conference, Las Cruces, New Mexico
- Tax and computer assistance to City of Las Cruces, NM, Sesquicentennial Celebration, assistance to the Cultural Society of the Mesilla Valley, the corporation formed to coordinate all the events for the sesquicentennial celebration
- Installation of NT Servers and Network for Stahmann Farms, Las Cruces, NM.
- Upgrade and technical assistance to Western Blends, a Solopek Farm subsidiary, Las Cruces, New Mexico
- Management consultant on growth related issues to Del Valle Physical Therapy and Rehabilitation Service, Las Cruces, NM.

INSTRUCTOR

I have taught university level courses for more than ten (10) years at these locations: the University of New Mexico (Albuquerque), New Mexico State University (Las Cruces), University of Illinois (Bloomington/Normal, IL), Carl Sandburg Community College (Galesburg, IL), and Spoon River Community College (Macomb, IL).

Classes include:

Sociology: Medical Sociology, Sociology of Medical Practices Marriage and Family; Dynamics of Prejudice; Social Problems; Causes of Crime; Crime and Society; Deviance; Social Control; Introduction to Sociology;
 Government: American National Government; Political Research Methods

Computers

and Computing: Computer hardware operations; Introduction to Computers; Keyboarding; Software application – dBASE, NOVELL, Lotus 123, Excel, MS Word, Word Perfect, and Windows (have 20 years cumulative experience in most aspects of computer operations, including: Servers and personal computers – Widows NT, Novell, Windows, Data processing and manipulation software – NVivo, SPSS, Lotus 1-2-3, WordPerfect, Microsoft Word and Excel, Quotro Pro; Use of the Internet as a research and fund raising tool)

Motorcycle Safety: Basic and Advanced Rider Courses.

Distance Learning/Extended University (UNM):

Introduction to Sociology	(Soc 101C)
Social Problems	(Soc 211C)
Causes of Crime & Delinquency	(Soc 312C)
Sociology of Mass Communication	(Soc 335C)
Urban Community	(Soc 351C)
Sociology of Religion	(Soc 422C)

RESEARCH AND TECHNICAL ASSISTANT

University of New Mexico Medical School

Pulmonary Department: Interviewing non-small cell lung cancer patient after initial diagnosis, for the purpose of determining concerns about access to treatment and treatment alternatives.

Program Evaluation, Education and Research Department: I assisted this program at the University of New Mexico Medical School, by providing evaluation of the Central New Mexico Community Access Program (CAP-NM). This program goal was 100% access for all uninsured persons in Central New Mexico to a primary care home. CAP-NM evaluation measured health outcomes of the uninsured population served. The goal of the program was to improve Health Status through collaboration and integration amongst the seven safety net provider systems in a four-county target area. Particular attention was focused on reducing health disparities among vulnerable populations in these counties. The target population was the estimated 125,000 rural and urban uninsured and under-insured individuals (approximately 56,000 Hispanic, 50,000 Anglo, 13,000 Native American, and 6,000

Vietnamese, African-American, and other) in central New Mexico's four-counties with incomes below 235 percent of the poverty level.

Department of Family and Community Medicine: I conducted ethnographic field research on treatment seeking behavior of drug addicts in Rio Arriba County, NM. The research was funded by the New Mexico State Department of Health and the Drug Policy Board.

Department of Family and Community Medicine: Conducted interviews with Spanish speaking patients, using a pre-validated instrument, PIME-MD, at a local area clinic to determine incidence of undetected depression and suicide ideation in primary care settings.

University Of New Mexico

Office of the Deputy Vice Provost for Research: I conducted research in preparation for various grant projects, including a grant application to the National Foundation of Science for a Learning Center.

Southwestern Hispanic Research Institute: I performed research concerning New Mexico Land Grants that were originally granted by the Spanish and Mexican governments, between 1600 and 1835, to settlers of the northern most provinces of Mexico, which are now part of the United States. The research culminated in presenting an original research paper on the Cebolleta land grant at the Who Owns America Conference III, held at the University of Wisconsin's Land Tenure Center in Madison, WI.

Western Illinois University

For three years during the completion of two masters' degrees, I provided training and technical assistance related to computers and computer programs for the staff and students of the entire Student Residential Services Department of Western Illinois University, Macomb, IL, which included Student Residential Program Administration, Student Residential Program Conference Center, Student Residential Programs Graduate and Family Housing, and Student Residential Programs Resident Halls. I maintained computers from the motherboards up, and including the Novell networks LANS, and interface with the Universities mainframes. I assisted in developing and implementing the University's first electronic student identification system.

RESEARCH PROJECTS and INTEREST

Hispanic Heroin Users, Transition to Injecting and HIV

I was awarded a National Institute on Drug Abuse (NIDA) Diversity Supplement Research Grant which is attached to a funded RO1 out of the University of Houston in Texas. My principal role is to perform statistical and qualitative analysis on the data set already collected by the PI and his team. The abstract of the parent grant is as follows: The rapid growth of non-injecting heroin use (NIU) has serious consequences for controlling injecting drug use (IDU), the spread of Human Immunodeficiency Virus (HIV) and other blood born pathogens, since IDU is a major source of illness and death among drug users, especially among US racial and ethnic groups. Mexican Americans are experiencing this increase among a drug using population that has consistently been characterized by high rates of drug injecting and AIDS risk behavior. In this study, we propose to examine the roles of social networks by using a "network facilitation" approach and cultural and contextual variables associated with transitioning from NIU of heroin to injecting, and in the transmission of HIV, HBV, and HCV among a sample of NIU Mexican American heroin users in San Antonio, Texas. Social networks may facilitate the process that determines the extent to which an individual who is susceptible for transitions to injecting or for seroconverting transitions to injecting and becomes infected.

Dying for "La Cura": Searching for a Cure to the Heroin Overdose Death Epidemic In Northern New Mexico

This is my dissertation project, a qualitative/quantitative research study in which I am examination of 10 years of medical examiner data on illicit drug overdoses and suicide in Northern New Mexico which has the highest rate of drug overdose per capita, of any region in the United States. Also used in this study are 49 in depth qualitative interview I collected in the next two studies listed below,. Many contradictory factory in the region lend themselves to the historical materialistic analysis that because of historical trauma, a type of communal post traumatic stress disorder, the majority of illicit drug overdose death may actually be suicide.

Why Are they Dying: Research Project on Española Drug Addiction and Overdoses

I am the principal investigator (PI) on a project that is funded by a University of New Mexico (UNM) Graduate Research Development Grant, a UNM Graduate Research Project and Travel Grant, and a Rio Arriba Family Care Network Grant. This research examines two aspects of the heroin addiction and overdoses in Rio Arriba county, New Mexico; a county that has the highest per capita rate of both heroin addiction and overdoses of any region in the United States. We are examining ten years of coroner's reports on drug overdoses in Rio Arriba and Santa Fe counties to determine poly-drug intake, as well as the possibility that the deaths classified as accidental drug overdoses may actually be suicides.

Drug Users' Access to and Use of Treatment Services: Ethnographic Research

This research project, funded by New Mexico Department of Health and the Health Policy Commission, provided ethnographic

examination of treatment-seeking behaviors of illicit drug users in Rio Arriba County, NM. This led to in-depth description, analysis and policy recommendations to optimize drug users' access to, and use of treatment services. The ethnographic research included in-depth, semi-structured interviews with key informants and observations in the field. PI was Cathleen Willging, Ph.D.

Epidemiological Contradiction in Latinas' Mental and Physical Health Outcomes

I used statistical analysis (**logistic regression, principal components analysis**) on a large National data set to examine the Epidemiological Paradox (EP) in the Latina populations. My basic premise was that Latinas should be at similar, or greater, risk of poor mental and physical health outcomes as are other minority women in the United States. However, Latinas appear to exhibit mental and physical health outcomes similar to, and in some cases better than European-American women. In particular, Latinas should evidence the same, or similar, outcomes as Afro-American women since Latinas have similar or lower socioeconomic status as Afro-American women, and ethnicities share similar settlement patterns.

I am also exploring a newly created hypotheses based on historical materialism and collective medicine methodologies. This new hypothesis looks at the collective meaning of community status amongst Latinas vis a vis the EP, particularly in ethnic enclaves and non-aculturated life situations. Viewed from the Latinas' communal status perspective the EP may prove to be a moot point.

Homeless Women Project

The specific research aims of this research project was to guide homeless women in a self-directed approach facilitated by women for women. Homeless women designed interventions that assisted them in permanently escaping the cycle of poverty. The project was based on extensive research done by the Chair of the Department of Sociology at the University of New Mexico, Susan Tiano, Ph.D.

PUBLICATIONS

Addiction, Death, and Economic Development in Northern New Mexico: The Growth of a Lumpen Proletariat Economy. 2005. W. Azul La Luz. In preparation for submitting.

The Possible Causes of the Overdose Epidemic in Northern New Mexico: Examination of Six Years of Medical Examiner's Data. W. Azul La Luz and J. Meredith Martin. 2005. In process, unpublished research.

"Ethnography of Drug Use and Barriers to Care in the Española Valley of New Mexico." Willging, Cathleen E., Michael Trujillo, and W. Azul La Luz. 2005. Drug Abuse Patterns and Trends in New Mexico: Proceedings of the New Mexico State Epidemiology Work Group, September 2004. New Mexico Department of Health.

"Ethnography of Drug Use and Barriers to Care in the Española Valley of New Mexico." Willging, Cathleen E., Michael Trujillo, and W. Azul La Luz. New Mexico Epidemiology Report, 2004 (5):1-3.

"Drug Abuse Patterns and Trends in New Mexico." W. Azul La Luz. 2004. Proceedings of the Boarder Epidemiology Work Group, August 2003; , 140 – 149. NIMH, NIDA.

Ethnography of Drug Use, Help-Seeking Processes, and Behavioral Health Care Needs. Willging, Cathleen E., Michael Trujillo, and W. Azul La Luz. 2003. Report submitted to the State of New Mexico Department of Health, June 2003.

"Successful Pregnancies Outcomes: Evidence of the Epidemiological Paradox in Latinas." W. Azul La Luz. 2002. Southwest Working Paper Series, 2002, Volume 1, 14 – 33.

OTHER SKILLS

LANGUAGE AND CULTURE

I read, speak and write Spanish fluently. I have studied Spanish at an undergraduate and graduate level, as well as studied in Mexico. I have professionally translated manuscripts and other documents into Spanish from English. I have traveled extensively throughout Mexico and the rest of Latin America. I draw, paint and have written fiction and non-fictions stories and articles. As an administrator, I wrote a number of editorials and economic development pieces that were in the popular press.